

**ChamberExpress - Case Study**  
**Stanton Chamber of Commerce – California**  
[www.stantonchamber.com](http://www.stantonchamber.com)

***With no ability to change their website and limited budget to make needed edits, this chamber needed a solution that was easier and more cost effective...***

Located in beautiful Southern California, the Stanton Chamber of Commerce needed to update their communications to reflect the rapid growth and revitalization occurring in the three-square mile community. Unfortunately, one of their main communication tools—the website—was outdated and did not convey a professional image.

“Before ChamberExpress™, we had to go through an outside source for website updates and it could take weeks,” said Billie Turner, executive director of the Stanton Chamber of Commerce. “Plus, the cost for changes was expensive because we had to pay by the hour. The time element combined with the cost meant some changes simply went unmade so there were items on the site that were more than two years old.”

Turner knew it was time for a change and that change was ChamberExpress™. She contacted ChamberExpress™ last November and within two months the Stanton Chamber had a brand new site.

“I am thrilled! I can’t believe the start to launch turnaround, and the difference between what we had and ChamberExpress™ is night and day,” Turner says. “There is just so much you can do with ChamberExpress™, and do so easily.”

**What’s the one function that’s become more efficient thanks to ChamberExpress™?**

*Just being able to update the site whenever I like, even on a daily basis if needed. Before ChamberExpress™, site updates would take days, sometimes weeks. In addition to updating information in general. ChamberExpress™ also allows me to add or delete pages, content and sections from our website at literally the click of a mouse.*

**How has ChamberExpress improved communication with members?**

*With ChamberExpress™ I have the ability to send group emails and post newsletters online, which means I can disperse information quickly and efficiently to members.*

**What other benefits have you seen from using ChamberExpress™?**

*ChamberExpress™ is just so darn easy to use! I only trained for about three hours on the system and felt like I was ready to go—it is that simple!*

**Do you see new possibilities for generating revenue?**

*Definitely—there are so many possibilities for revenue generation! While we had an online sales function before ChamberExpress™, now I will be able to sell online sponsorships and website ads. I anticipate that within 12 months we will be able to generate enough money to pay for the site and also increase our search engine function so that we will be able to actually increase the cost of our ads as well.*

**Any other future plans for the website?**

*ChamberExpress™ is such an incredible communication tool and you can do so much with it that I can really see it helping us become “the” source within the city for small business development information. I also hope to be able to work with the city government and offer links, resources and other information that will make the chamber a “go to” resource for the business community at large.*

**What would you tell other chambers that are considering ChamberExpress™?**

*ChamberExpress™ is so flexible—it really can be all things to all types of chambers. It was a painless switch and the cost and support are incredible. While I would definitely recommend it for smaller chambers, even large chambers will appreciate the quality and cost! It's almost impossible NOT to go with ChamberExpress™—it's just so easy!*

If your chamber is ready to maximize your potential and show what you can do, contact ChamberExpress™ today at [info@chamberexpress.com](mailto:info@chamberexpress.com).